

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

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No. 2

## A NOTE IN MUSIC

To be published  
September 5th

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BY

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AT  
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THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXVIII, No. 2  
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# A BRASS HAT IN NO MAN'S LAND || BY BRIG. GEN. F. P. CROZIER C. B., C. M. G., D. S. O.

*You can now tell all your customers  
who have asked about this that it  
will be published on July 28th.*

**\$2.50**

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§ THIS has been the literary sensation of the season in England. No previous book dealing with the World War has been so bitterly denounced over there as has this one. However, no responsible authority has attempted to challenge the statements of fact given on General Crozier's first-hand testimony.

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§ ROBERT GRAVES, author of "Good-bye to All That," writes of this book: "It is the only account of fighting on the Western Front that I have been able to read with sustained interest and respect. Crozier has done the job once and for all."

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§ GENERAL CROZIER was in command of the famous (or infamous) "Black and Tans" during the Revolution in Ireland after the war. He is coming over to this country in October to lecture.

**JONATHAN CAPE & HARRISON SMITH, NEW YORK**



# CASANOVA JONES

BY JOSEPH ANTHONY

Illustrated by WILLY POGANY

"A modern HUDIBRAS!" declares  
Edwin C. Hill in the NEW YORK SUN

(From the New York Sun)

"In the reign of that Stuart king 'who never said a foolish thing and never did a wise one' lived and scribbled a man of parts and of very stinging wit, one Samuel Butler. His satirical talent flicked out in many directions, but especially did it flay the Puritans, the ranters, the bluenoses. He wrote 'Hudibras,' a work of extraordinary felicity and popularity, and one which made the Cromwellians squirm.

## A Modern Hudibras

"Now from the derisive pen of Joseph Anthony comes a metrical travesty distinctly in the manner of Butler's 'Hudibras,' and as nicely calculated to remove patches of hide wherever its whip-lash happens to strike. It pre-

sents a view of American manners and morals under the Eighteenth Amendment and the Volstead Act... To members of the Association Opposed to Prohibition a word of caution, perhaps, is called for, else they bring an illness upon themselves by immoderate laughter.

## Trenchant, Devastating Wit

"It would hardly be fair to Mr. Anthony or to the multitude of readers he surely will win with his inspired nonsense to chronicle the plot. Let the reader chuckle along until he comes to the solution for himself. This review at best can supply only a hint of Mr. Anthony's trenchant wit and of the devastating power of his polemic — for polemic it is as much as ever was 'Hudibras.'"



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# YEARS OF GRACE

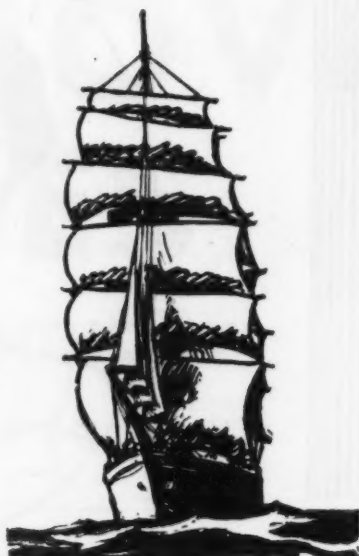
★ ★ ★ ★ ★  
BY MARGARET  
AYER BARNES

*Fanny Butcher*, for example, called it in the *Chicago Tribune*, "Our idea of a swell novel . . . Satisfying, fine, impressing, rich in character and background and in the texture of its writing. It has the charm of the early Edith Wharton . . . We must add another name to the few first novelists of importance in America."

No wonder it was in its third large printing within ten days of publication.

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# BY WAY OF CAPE HORN



*I*N the middle of March, 1929, the full-rigged ship *Grace Harwar* set out from Wallaroo, Australia, deep-laden with wheat for delivery at Falmouth for orders. Almost five months later she staggered into the harbor of Queenstown, Ireland, rusty, covered with long barnacles, with her ensign half-masted, and in distress. In between lay a tale of death, of madness, of desperate courage, of incredible heroism, of starvation, of perpetual danger, even of horror.

Such is Mr. Villiers' story, unvarnished, sincere, with no attempt at artificial color; for he was himself before the mast on the fated ship. He writes with rugged power and beauty and often with a poetry born of anguish and suffering and haunted by the scream of Cape Horn gales. The author is not an amateur adventurer who went to sea for his literary material; he is a deep-sea sailor who writes.

*Illustrated with photographs taken during the voyage.*

\$3.50

Publication August 15

**By A. J. Villiers**

AUTHOR OF

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# I AM JONATHAN SCRIVENER

by CLAUDE HOUGHTON

## One of the Inner Sanctum Dollar Novels

WE WISH to make one important thing clear: The Inner Sanctum Dollar Novels are *not* published with the idea of bringing out so much merchandise at a dollar a throw. The novels are not predominantly "light" or "frothy" or any other single type. They are merely good books. Each one has been accepted because we believed it would be a good book to publish, no matter what the price.

This week *The Inner Sanctum* abandons itself whole-heartedly to letting the world know all about *I Am Jonathan Scrivener*, which has had the office force tied up in knots since it first arrived in proof sheets from England. This book, like *Red Snow*, may reach sales peaks that will bring to mind the Good Old Days. At any rate, here is what H. W. S., a trusted and conservative reader, wrote of it way back in December, 1929.

"Probably you will think I'm crazy if I say that this will be, with the exception of Plato, the best book that S & S has yet published. At any rate, it is the ms. I have recommended most unreservedly for publication since *The Art of Thinking* came along—and I recommend this even more unreservedly because I have fewer doubts about its selling profitably.

"An outline of the plot will show at once that it is a *tour de force*—but it is much more than that. An ingrown intellectual gets a hunch he'd better change his job, sees an ad in The London Times, is moved to write for it, and gets the job much to his own surprise. Everything is mysterious about the job; his employer doesn't wait to interview him, but gives him his own apartment and sets him into his own shoes in every way. The employer is

Jonathan Scrivener, and along with Scrivener's apartment, the narrator (it is all told in the first person) inherits some of Scrivener's friends. They appear in the apartment at various times, and include a beautiful, cold young lady, an adventuress, a typical young Englishman who has been ruined by a broken engagement, and a charming butterfly man.

"Scrivener has had only a brief acquaintanceship with each, but has been perhaps the most important element in each one of their lives. The book tells of their interrelations and of the enormous power the brief contact with the absent protagonist has had. No one knows where Scrivener is, and yet each would rather know the answer to that question and see him again more than anything else in the world. Each, also, sees in him an entirely different person. Yet Scrivener evolves in this vicarious manner as a perfectly tremendous figure, for each of his friends (and not least the narrator) is at once a type and a highly distinctive personality. There is a good deal of mystery about the whole thing, and I won't give it away by telling more here.

—HWS"

P. S.—And at the time H. W. S. didn't know that *I Am Jonathan Scrivener* would be published for a dollar.

### Other Titles in the Series

CASANOVA'S HOMECOMING by Arthur Schnitzler

THE EARTH TOLD ME by Thames Williamson

A NIGHT IN KURDISTAN by Jean-Richard Bloch

FIFTEEN RABBITS by Felix Salten

RED SNOW by F. Wright Moxley

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A famous French author instructs men how to make love—and keep it—both before and after marriage. An apt guide for the neophyte in love and a wise and witty discourse for the initiated. A much needed supplement to *The Art of Thinking*.

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*By Frederick Irving Anderson*

Introducing two new fascinating characters to the mystery hall of fame, Parr, star Inspector of the New York Police Department, and Orlo Sage, constable extraordinary. Their wits and mettle are thoroughly tested and exhibited in ten exceptionally exciting episodes of crime. Here's something original to offer your detective story enthusiasts.

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At last! A simple, quick, and easy way to learn contract. If any of your customers have been baffled and puzzled by Whitehead, Lenz, *et al*, give him this book and watch the light of reason dawn, quickly and painlessly. If he can't learn contract, the Thorne way, he's hopeless. He should stick to checkers.

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It is to the young people that the book-trade must look for a steady and increasing supply of future readers. It is important to encourage a taste among them which will demand more and more sustenance than to pander to a passing appetite which will very soon be satisfied because it will never grow into a really wholesome interest in books and reading. Your bookshop

will help itself by placing in the hands of parents, teachers, all grownups who help select books for boys and girls, and in the hands of children who buy for themselves that fine catalog of fine books for young folks—THE BOOK-SHELF FOR BOYS AND GIRLS—a carefully edited, attractive, low-priced catalog for BOOK WEEK and the year round.

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**3** *AUGUST brings*  
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Here is the modern adventure mystery! The hero, Sammy Dawson, is an aviator; his opponent is a gangster. This swift, darting novel of gang-war and romance in the underworld of San Francisco is twentieth-century and as really exciting a series of adventures as can be found outside the front page crime news. This chap Leinster can *tell* a story! To be published August 11th. \$2.00

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**A PRETTY PICKLE** *by Bellamy Partridge*

Heaven knows, George didn't go to the station to pick up a strange girl named Hazel. He went to get Cousin May. But to get engaged to both of them when he was really in love with a third girl—there is a pickle to turn the Dills green with envy. Bellamy Partridge writes cleverly, lightly, amusingly. It is ridiculous entertainment that rocks with laughter. To be published August 18th. \$2.00

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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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NEW YORK, JULY 12, 1930

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## Travelogues of a Vagabond Book Booster

Herbert Hungerford

*Formerly Editor of The American News Trade Journal*

*A Survey of the Rental Library. Traveling 1,328 Miles and Visiting 164 Dealers, Mr. Hungerford Found Not a Single Complaint as to Lack of Profit in the Rental Library Business*

YOU will not have to go very far on any trip among the trade today to find that the book business is like the old grey mare of our ancient ballad. That conditions in the book field "ain't what they used to be" was shown at our first stopping point, Easton, Pa., at the beginning of our nation-wide motor-tour survey of the reading trades.

About ten years ago, when I called upon the trade in Easton, there were only three places in this city and its thriving sister town across the river, Phillipsburg, N. J., where books were sold or rented and only seventeen periodical stands in the entire district. Now, the local wholesaler of newspapers and magazines informs me that there are sixty-eight periodical retailers in the district and no less than fourteen places where books may be procured by purchase or rental. At the end of my first fortnight in the field, I could report that conditions similar to those in Easton appear to prevail everywhere. Before I entered upon this reading trades survey, I was somewhat surprised when Harold Williams, the Vice-President of the The American News Company in charge of the Book Department, assured me that there must be more than twenty-five thousand rental libraries

in operation throughout the country today, but now I am inclined to think that this estimate is entirely too conservative.

In this survey, I am visiting only a few high spot dealers in each town, but I have yet to find a town of a thousand or more population which does not maintain some sort of a place where cloth bound books may be bought or rented.

Old-timers in the book field will tell you what a remarkable contrast there is in this condition and the situation which prevailed only a few years ago, when the lament over the number of bookless towns in the United States was a feature of every program of booksellers' or book publishers' conventions.

### Reprints and Rental Libraries

Doubtless the two principle factors in bringing about this change have been the remarkable development of the reprint book business and the recent rapid extension of the rental library movement. The facts, I am sure, justify the term "movement" as applied to this enterprise. I am not certain whether or not the fact that Arthur R. Womrath began the business (which has since developed into probably the largest chain of circulating libraries in



the country), at F. A. Mudey's Book Store in Pottsville, Pa., has had anything to do with the situation in this particular section; but the fact that there are no less than nine chains of rental libraries in the towns I covered on this first trip surely is deserving of comment.

In addition to the Womrath system, McNaughton's Book Store, Altoona, Pa., reports a chain of twenty-five rental libraries in near-by cities and towns; L. E. Buchman's A. and B. Art Book Shop of Allentown, Pa., conducts a chain of seven; L. S. Davidow of The Berkshire Book Shop, Reading, Pa., has six libraries in his chain; Margaret K. Forrey's Book Art Shop, York, Pa., a chain of four; J. A. Werkheiser's Menline Cigar Stores, a chain of three; Mrs. Gene Sands' Book Shelf, Williamsport, Pa., two; and The Recreation Centre News Co., York, Pa., two more.

Even in one town of less than a thousand population, Avis, Pa., Bessie M. Moyer of The Avis News Agency, maintains a rental library of about three hundred volumes which she states is one of the most profitable features of her business. In the average small city of ten or twelve thousand population you will find from three to as many as seven rental libraries, all apparently prosperous and flourishing. For example, in Columbia, Pa., a thriving little city of 11,600 on the Susquehanna River, not only is there an excellent general bookstore, George J. Kirstein's, maintaining a rental library of over five hundred volumes; but Ostertag's Gift Shop and Kriete's Radio and Gift Shoppe likewise maintain well-stocked rental libraries. In one village, Ebensburg, Pa., I was driving through without intending to stop because of the size of the place when my attention was arrested by a really attractive display of books in the window of Harve Tibbott's Drug Store.

Since the purpose of my survey was simply to hit the high spots in every state and not to make a thorough coverage of all the stores in any town I did not, of course, visit all the rental libraries in the larger cities; but I did endeavor to procure facts and figures as to the number in each place I visited. These figures are amazing, to me at least. In several cities there was a rental library for every thousand people,

which suggests the possibility that the plan may be over-worked in some places, yet I did not find a single complaint as to lack of profit in the rental library business. On the contrary, I found rather remarkable enthusiasm expressed by everyone in this new game—it really is a fairly new game, although the circulating library, of course, has existed for years, ever since Ben Franklin's day and before.

From what I have been able to find out thus far, it is my impression that this extension of new channels for developing more book readers has been, in the main, beneficial rather than detrimental to the business of the larger bookstores in the cities. It does not seem unreasonable that the stimulating of interest in reading books by the rental plan is likely to encourage the purchase of certain books that must be owned to be fully appreciated. Anyway, in Lancaster, Pa., which contains three of the best bookstores I have ever run across in any city of similar size, namely, L. B. Herr and Sons, Inc., Ream's, and The Barr Book Shop, I found all of these stores doing a rushing business even though there are at least a score of rental libraries in the gift shops, candy, cigar and news stores of Lancaster, including its suburbs.

#### Plenty of Advertising, but—

I was somewhat disappointed in not being able to discover any specimens of original and unique advertising matter, although I found plenty of evidence that rental library operators and booksellers in general support their belief in the maxim, "*It pays to advertise.*" Mainly, however, they seem to depend upon the co-operative advertising material supplied by the publishers or procured from concerns which make a business of providing booklets and folders for promoting the rental and sale of books. Nine out of every ten dealers visited stated that they put out advertising matter of this sort regularly, and I collected samples of twenty-two different imprinted booklets, folders and circulars which were being circulated by the dealers called upon.

Among the multitudes of small rental libraries, whose stock must be limited to a few hundred volumes, a particular advertising problem exists. The margin of profits from one of these limited libraries will not permit the owner to add very

many of the new books each month, consequently he gets into trouble if he attempts to send out advertising bulletins or booklets listing and describing all the latest books. His customers, quite naturally, demand the books that he does not stock. According to several enterprising owners of limited lending libraries with whom I discussed this problem, if there were a co-operatively distributed folder boosting for the benefits and advantages of reading good books, but without naming or describing very many new books, such a circular would be welcomed by the tens of thousands of lending libraries, catering to small communities either in large or small towns.

It seems to me that there is a significant sidelight on the situation to be found by comparing conditions in the rental library field and some of the present trends in the magazine business. For instance, practically all of the retailers operating lending libraries also carry a line of periodicals and many of these dealers tell me that they endeavor particularly to push the sales of their higher priced, or what are sometimes called the "quality" magazines. Yet, a recent check-up of the records of newsstand sales of thirty-six of the leading quality-class magazines, as reported by the Audit

Bureau of Circulations, discloses that all but three of these magazines have lost ground lately.

To be sure there are other factors which enter into the situation, yet it seems to me that at least one item for consideration on the part of the magazine publishers is the fact that here are at least twenty-five thousand rental library dealers who are building up their business through regular advertising, yet as far as I know, thus far none of the class magazine publishers have tried to make a tie-up between the dealer's lending library advertising and the same sort of advertising for the magazines. To be sure, *Cosmopolitan*, *Red Book*, *True Story* and a number of other popular magazines have taken advantage of the situation and have distributed considerable advertising matter, but a co-operative advertising tie-up of this sort appears to possess special advantages for the class magazines, especially those carrying reviews and comments on books.

Our trip took us through fifty-three cities and towns, mainly in central and southern Pennsylvania, but also touching the borders of New Jersey, Ohio, West Virginia and Maryland. We motored 1328 miles and called upon 164 dealers.

## Selling Books to Farmers

Ray Yarnell

*Editor of Capper's Farmer*

*The Farm Market, at Present Unexploited, Is a Favorable One, an Open-Minded One, Responsive to Intelligent Appeal*

IN recent years when books have been turned out in huge quantities and all kinds of selling organizations have sprung up in competition with the book retailers, everybody has directed most of his efforts toward folks living in the cities, big and small. Obviously there was the quick market and the prepared market. It could be served by retailers and also easily by the organizations which send the books out every month by mail. It possessed the literary circles, the libraries, the schools

and colleges, and, of course, promised the easiest business.

Around every city and town, near at hand or distant, depending on the size of the city, are farms and farm people. In many states the bulk of the population, if towns of under 5,000 population are included, is predominantly rural. It is known as the farm market. It is known as a good market.

The farm homes of this country are under-booked. The individual libraries are



small. This is, in my opinion, very largely due to two things. The first is that book publishers have not informed rural folks about books and have paid practically no attention to this market. The second is that book retailers, located mostly in the larger towns and cities, have confined their selling activities almost entirely to the urban field. Consequently farmers are not well informed about books and have not been sold, as they should be, on buying and reading books.

Book review magazines and the review sections of the large newspapers, obviously do not reach a very large number of people outside of cities. Consequently book news, except for the occasional item in farm papers, never reaches the farmer.

It is my conviction, based on personal experience I have had in promoting the sales of books to farmers and in watching the development of a sales service for that purpose, that the farm field could be made quite profitable to book houses.

Three years ago, in the magazine which I edit, I began a book review department. I did so because I was convinced of the interest my readers had in good books of all kinds. The department was not started with the idea of selling books, although, realizing that many of our readers could not readily reach a dealer's store, we offered as a special service to accept orders on any book reviewed at list prices to be delivered by mail by the publisher. While the response was a bit slow at first, it has been cumulative, and I have received many letters from subscribers expressing their appreciation of this news of books. We did not make any attempt to sell books other than to carry the statement in each issue that any book reviewed could be purchased through the magazine.

Last year the publishing concern with which I am connected had become convinced that there was a demand among farm people for books, and the decision was reached to institute a service to readers by which they would be enabled to buy any book they desired by mail. It was decided to merchandise certain classes of books actively through the publications by means of advertising and through the printing of reviews.

A Book Service therefore was organized. It began to function in a small way in August, 1929. To some extent it was an experiment. Small space was used in advertising the books. Sales response was immediate but not large. It was sufficiently encouraging, however, to justify the use of larger space and a more intensive sales effort.

Beginning in January of this year more space was used and sales increased. To date (June 1) this year the Book Service has sold 3,243 volumes. Sales in May went over the 800 mark.

In view of the fact that efforts along this line have been confined almost entirely to this publishing organization, and that the campaign has been in progress only a relatively short while, the showing is quite promising.

For the most part books sold have been former best sellers which have been re-issued to sell at \$1. Some popular fiction reprints, priced at 75 cents a volume, have been included, but the biggest sales have been achieved with the \$1 line.

It is interesting to note the sales totals on some of these books. Here are a few: "Adventures of an African Slaver," 25; "Astronomy for Everybody," 36; "The Book of Woodcraft," 129; "Catherine the Great," 50; "Creative Chemistry," 47; "The Doctor Looks at Love and Life," 51; "How to Live," 39; "The Log of the Sun," 23; "The Outline of History," 344; "The New Book of Etiquette," 102; "The Red Knight of Germany," 50; "The Story of Philosophy," 94; "Trader Horn," 160; "God and the Groceryman," 117; "Nevada," 61; "All Quiet on the Western Front," 67.

Farm people are intelligent and wide awake. They like to read. They are conservative in their tastes for fiction. Frothy novels do not appeal to them. Their preferences, as indicated by the sales record of this firm, run more to non-fiction than to fiction.

The farm market cannot be gained by the publishers of books in a day. It must be sold and that takes time and thought. But it is a favorable market, an open minded one, and it is responsive to intelligent appeal.



# Customer Circulation

Alfred E. Knight

Smith & Butterfield Co., Evansville, Ind.

*This Is the Second Article Appearing Recently on Store Arrangement. Ruth Leigh Contributed "See Your Store as Others See It" to the April 26th Issue. Taken Together the Two Form a Kind of Last Word in Advice on This Most Important Problem*

**Y**OU don't have to have a fire to make your store more attractive though a fire next door is what started us on the track of some good ideas. There are times, nevertheless, in any well intentioned enterprise, when a rearrangement seems both advisable and desirable.

In our store we have felt for a long time that the interior arrangement of tables and showcases was such as to deter our customer friends from circulating freely about the place and getting in behind the counters where they could browse around for themselves and see what a fine lot of books we had on our shelves against the wall.

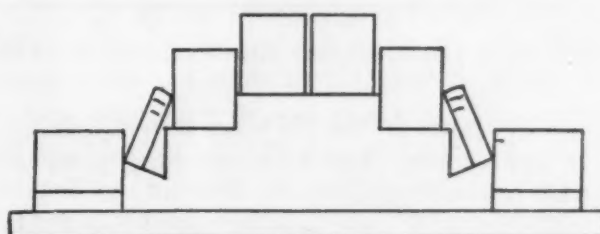
Our counters and showcases seemed to fairly shout "Keep on your side of the counter and we will stand behind them and pass over to you anything which you are interested enough to want to see." Of course, we had no such ideas of exclusiveness, far from it, but alas the narrow aisles and passages were not inviting to our customers and it was not surprising that some of them felt they were not wanted behind the counters.

So when our neighbors had a fire and pretty nearly included us in the catastrophe, we decided that having to get rid of the old counters and cases was not going to be so heart-breaking after all, and so after a clearance sale of our well-watered stock—again thanks to the neighbors and an obliging fire department—we proceeded to clean house. A glance at the accompanying diagrams will show that we have accomplished something. Not the least of which has been the increasing of areas for customer circulation. Our store now invites the customer to ramble, instead of emphasizing

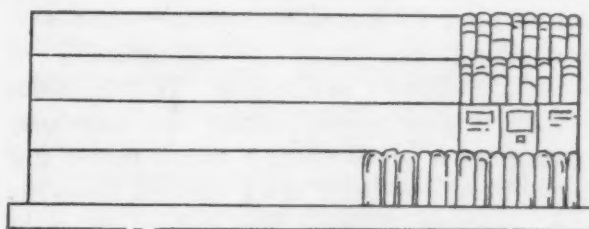
ing the old adage about the shortest distance between two points. We believe that customer travel is more profitable if there are some detours, and we have seen to it that all the detours are good.

We are now emphasizing the idea of bookshelves being there for the customer as well as the clerk. The arrangement of tables across the store invites the customer towards them without shouting too loudly at him that he is being urged that way. We have widened our main aisle and also the side aisle so that travel anywhere is accomplished with the minimum of discomfort.

Our tables, except for one which houses a low home-made rack (by home-made I mean made in Evansville), are all flat and roomy, allowing for a wide diversity of display without shutting off the view to the rear of the store. As only half of the

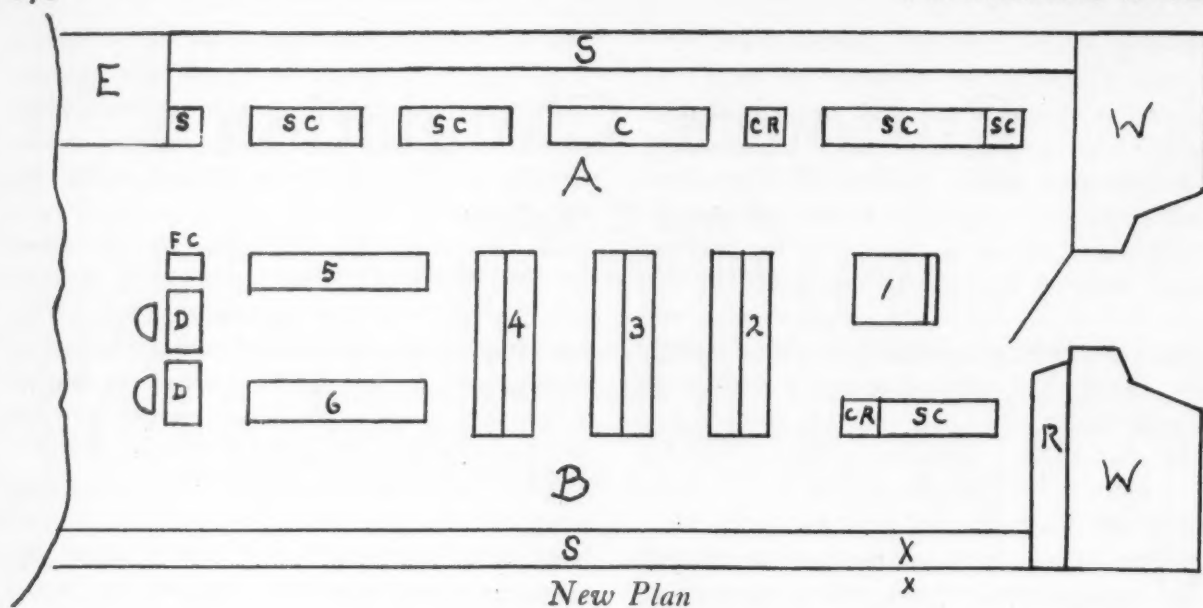


Section



Elevation

*A rack for displaying four rows of books*

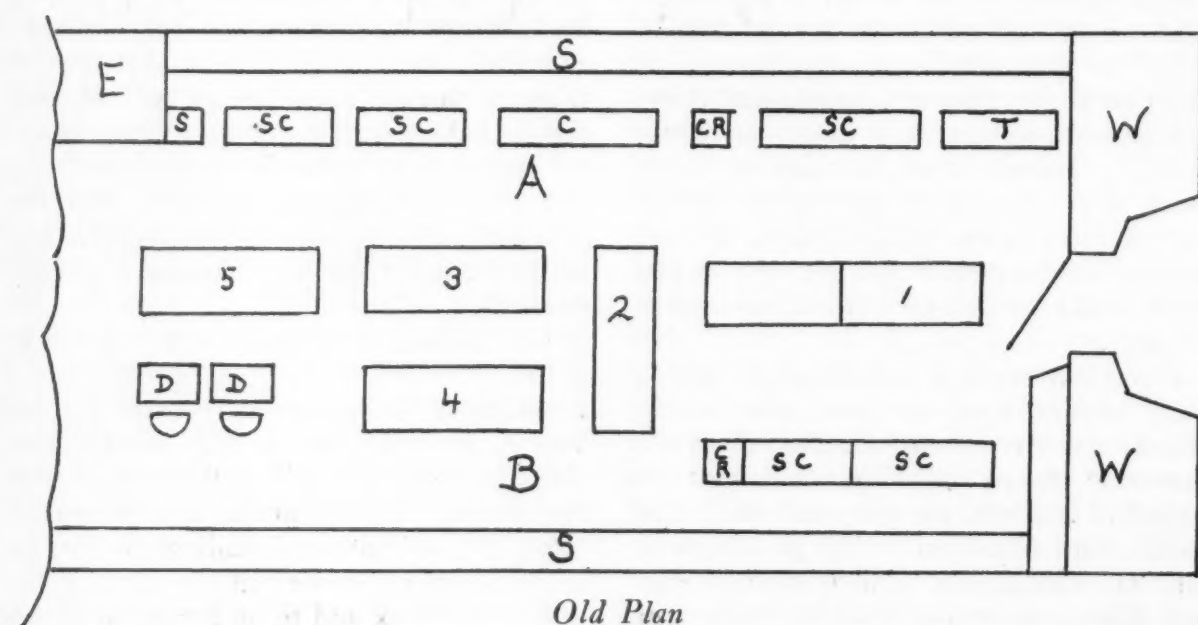


S—Shelves and Safe  
R—Rack  
T—Table

A—B—Main Aisles  
E—Elevator  
FC—Filing Case

SC—Showcase  
C—Counter  
W—Windows

CR—Cash Register  
D—Decks



Old Plan

store appears in the sketches it will readily be appreciated that a far-reaching perspective was desirable.

In the old arrangement our front table was close to the entrance door. We have moved back about eight feet, allowing a better view of the side showcases and also permitting customers an opportunity of viewing the store as a whole. As the tables placed crosswise are facing the incoming customers it gives them a much better impression of the book stock carried than the old arrangement of tables placed at right angles to their entrance.

A word about our general arrangement may be of interest. It is, of course, under-

stood that the arrangement as is, is a flexible one allowing for almost limitless change if desired.

Table No. 1 is a small square table for timely items of special interest and is fronted facing the door with a small rack reaching to the floor and with a capacity of twelve books titles showing.

Table No. 2 consists of two narrow tables together. One side contains new fiction and the other side new non-fiction.

Table No. 3 is similar to No. 2 and is used at present to display dollar books of which we sell a great many.

Table No. 4 is similar but contains a low rack which I shall presently describe.

One side is for 75 cent reprints and the other side for 50 cent books for children.

Table No. 5 is entirely for children's books.

No. 6 is a large-size Aurora Rack and houses our 500 volume rental library.

Our book stock carried in the shelves along the side is arranged as follows. Beginning with Bibles at X, and then continuing in order as follows: Graduation, baby and brides' books, poetry, essays and classics, practical books such as cook books, etiquette, synonyms, dictionaries, games, etc., religious books, juveniles.

The opposite side of the store houses the stationery department, while in the rear—not shown on the diagram—are the art and

greeting card departments and the office.

We carry school books on the lower shelves of the tables and also in the lower bunks along the side of the store. Our reserve stock of all books is carried on the second floor.

In conclusion we might mention the rack we had made for table No. 4. It houses a fine display of books without attaining too great a height. As the sketch shows, it allows for displaying four rows of books with their backs showing, two rows with the ends outwards and the backs at such a level as to be read by anyone standing at the table, and two rows of books with their attractive pictorial sides showing, making a most effective display.

## In and Out of the Corner Office

ON July 4th, the house in which Joyce Kilmer was born was dedicated as a shrine by the Joyce Kilmer Post No. 25 of the American Legion at New Brunswick, N. J. In the memorial and dedication ceremony the poet's mother, Mrs. Frederick B. Kilmer, read "Trees," his most famous poem, and tribute was paid him by Brigadier General Henry J. Reilly and Captain Prosper Cholet who represented the French Embassy in the absence of Ambassador Claudel. ❀ ❀ ❀

Carroll E. Whittemore will represent the Pilgrim Press as trade traveler this fall. He will also serve the Century Religious Department and the University of Chicago publications and the Association Press. Mr. Whittemore will cover the territory previously handled by Wilbur H. Davies, now of the Association Press. Mr. Whittemore has been with the Pilgrim Press and in the Bookstore at 14 Beacon Street, Boston, for eight years, and is well known to the trade in general. ❀ ❀ ❀

The Golden Beam Book Shop at 23 East Jackson Boulevard, Chicago, formally opens its new studio book shop on July 12th with a tea from three to five. This shop for the rental and sale of books with the added feature of free delivery and pick up service in the loop, is owned and managed by Annina M. Golden formerly Librarian of the Universal Atlas Cement Company, and

Frances Beam Tobias formerly with the Chicago Public Library. ❀ ❀ ❀

Ernst Reichl, formerly with Doubleday, Doran and Company, is now with the Wolff Bindery. For the next Bookmaking Department of the *Publishers' Weekly*, August 2, Mr. Reichl contributes an article entitled "Harmony in Book Design." ❀ ❀ ❀

Joseph Brewer gave a tea recently for Valentine Thomson whose novel "You Don't Know Charly" will be published by Brewer and Warren on September 22nd. Miss Thomson is sailing for Europe but will return in the fall for the publication of her book and to undertake a lecture tour. As a cousin of Marcel Proust's, a great friend of Pierre Loti's and Anatole France's, Miss Thomson should have much of interest to tell American audiences. Incidentally "You Don't Know Charly" is a novelized version of her play "Charly" which has had a great success in France and the rest of Europe and for which a production on Broadway is planned next fall. Miss Thomson is the author of "Briand" which Covici, Friede published a few weeks ago. ❀ ❀ ❀

Carol Wilford, director of the children's book department of Robert W. McBride & Co., married Daniel F. Bradley, who is the head of the McBride manufacturing department, on June 21.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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July 12, 1930

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*  
—BACON.

## Why Use Comparative Prices?

ONE of the constantly discussed subjects in modern merchandising is the use of comparative prices in advertising. Many department stores have tabooed their use either in newspaper advertising or store display, some use the word "special" to call attention to featured goods, some use odd penny prices, but there are others who do use comparative prices on every occasion.

Those who have ceased to use comparative prices have done so in the belief that this sales method gradually ceases to create business. They believe that the public has ceased to believe in the "list" prices quoted and prefers to trust its judgment as to the values offered. It was considered a bold step when the first department store decided to drop this long used method of sales promotion, yet as far as we know these stores have not changed back again.

It may be that there are different publics, one that distrusts the comparative price and knows the merchandise it wants and the prices it is likely to bring; another that is spurred to buying activities by an announcement of price reductions.

Those who were in the book trade thirty years ago will remember with what anxiety publishers and booksellers undertook the

change to a net price system, realizing that the book buying public had been trained to expect discounts on their purchases and might curtail purchases if that appeal of a discount was withdrawn. However, the change was made, and the public did not curtail purchases.

Again the subject of comparative prices is to the front in book publishing. Shall reprint editions be sold by the bargain appeal of price comparison or as popular priced lines standing on their own feet? If these cheaper lines can be widely and popularly marketed without using the price comparison method of getting public attention, the chance that the original market will be undermined is minimized. We believe that it has been amply proved that this can be done.

## Capper-Kelly Bill

THOUGH Congress adjourned without taking action on the Capper-Kelly Bill, which would allow the control by contract of resale prices, the subject was very much to the front, more so than in any recent Congress, and the department stores seem to be losing ground in their long fight against this movement. The subject has again been to the front in the book-trade as the dollar new fiction lines have been promptly used as price bait at prices ranging from 79c. to 90c.

It is interesting to find the subject reargued by James M. Beck of Pennsylvania in his new book "May It Please the Court" (Macmillan). His conclusion is that resale price contracts when reasonable are proper and that it may well be doubted whether the prohibition of such contracts is not in the long run a burden to the consumer.

Mr. Beck quotes the opinion of Justice Oliver Wendell Holmes: "I cannot believe that in the long run the public will profit by the courts permitting knaves to cut reasonable prices for some ulterior purpose, and thus impair, if not destroy, the production and sale of articles which it is assumed to be desirable that the public should be able to get."

When thoughtful constitutional lawyers like James M. Beck approve the theory of standard prices and great jurists like Justice Holmes see a public principle at stake a good deal of headway has been made.

## By Their Works You Know Them

ONE bookseller writes us, apropos of present trade conditions, that his shop has never before in its existence exerted more strenuous selling efforts, but it has been worth while, as sales have been kept up to last year's level. Another bookseller writes that he has carried on his dollar counter a mixture of all lines of popular price merchandise and has had an excellent sale even though the spurt which resulted from the first publicity did not keep up. The sales of other books have not decreased. Another dealer writes that in spite of the fact that she is having a difficult season and is forced to buy carefully, thanks to careful promotion sales are practically on par with last year and expenses a little less.

Such comments on the general situation indicate that many booksellers find the cure for troublesome times in hard work, as have generations of booksellers before this. They find out again that only hard work, guided by the best intelligence which experience has cultivated brings results.

## Not This Year

AND now the bill for general copyright revision and entrance into the Berne Convention has gone over to the next session of Congress. It was ardently hoped that the measure could pass the House this term and come up to the Senate in December but that was not to be. Even the most desperate efforts of the friends of copyright could not make the machinery revolve rapidly enough.

Gradually the Vestal Bill had been shaped to meet modern needs and worded so as to be a workable piece of legislation. It had been revised since April to meet objections by the periodical publishers, objections of librarians and of the makers of maps; the music provisions were seemingly satisfactory to the many varied interests that write, produce or use music but all this, of necessity, used up time. Four New York producers of plays fought the bill because it was an authors' measure, and they had some trading to do next winter on play contracts; when the play producers quieted down, a few music publishers raised their voices as if picking up the same refrain of "Delay, please, delay."

But the bill finally had its hour set and then the fates decreed that a Congressman from Mississippi should find a flaw in the printing of the Committee's report and the precious hour was lost. Back came the bill with an amended report and another flaw was found. By this time the House leaders were disgruntled, and the Committee chairman worried. The session was getting short. Finally on Saturday the 28th with about one hundred Congressmen in their seats the Copyright Bill which represents a half century of hopes and eight years of close effort under the leadership of the Authors' League came to the floor. It came backed by a long list of national organizations and its only avowed opponents were a few Congressmen who see in copyright a grant of monopoly to the disadvantage of the people and whose chief complaints as to copyrights working is that it permits the composers of music and their publishers to collect fees for public performances of all kinds. These opponents, by asking for a roll call, by questioning every committee amendment and by offering amendments of their own at every turn kept the House in a turmoil for four hours when Chairman Vestal gave up for the day with eight sections approved by the House sitting as the Committee of the whole. Every effort was made to get more time in the following weeks but without avail. The little group of obstructionists had won their delay thus, it happens, playing into the hand of the very group they were fighting against the Composer's Society which controls the public performance of music.

High credit for the progress made must be given to Chairman Vestal of Indiana, who worked so long and hard to produce a well-balanced bill. If he lost his fighting spirit on the final effort to get further attention to the bill, perhaps it is not surprising; the constant shifting of front in the music field was disconcerting to say the least. Credit also belongs to Congressman Lanham of Texas, the senior Democrat on the Patents Committee who worked indefatigably for the law.

The fighting figure of the copyright forces was Luise Sillcox, executive secretary of the Authors' League who exhausted every possible resource in getting the bill pushed forward and who failed in this step by the narrowest of margins.



# American Booksellers' Association

## 1900 - 1930

THE announcements of the houses of G. P. Putnam's Sons, Alfred A.

Knopf and W. W. Norton should be welcomed by booksellers. The buying of books for resale is probably the most difficult of all tasks, and only through the exercise of extreme care will the books left unsold amount to a small percentage of the original purchase. Even then the bookseller must mark down the balance to a price lower than cost. With plans such as those proposed by the three houses, it will no longer be necessary for booksellers to have to take a great loss on short-lived books. They can be replaced by standard works of the type that are always assured of a sale, and the bookseller will have a good clean stock.



The Putnam announcement is also concerned with remainders. It would undoubtedly be very fine if all publishers were to adopt the practice of scrapping remainders during the next twelve months. The Association is trying to work out plans whereby remainders will in the future pass through bookstores. It was considered fairly obvious at the convention that the drug and cigar store sale of this type of merchandise is not being made at the expense of the bookstore, as there are many instances of booksellers who have gone ahead while such departments flourish all around them. If, then, this is new business to a different type of customer, or to a customer who buys at a different price level, it is up to the bookseller to go out and get it. The Association is endeavoring to secure all of the facts before it broadcasts plans for selling them, and if the publishers were to scrap their remainders for a period, we would all be able to start afresh.



It is difficult to understand why trade publishers who do the greater part of their

*To increase the value of the bookstore to the community; to promote friendship and fraternity throughout the trade; to strive for our mutual welfare and for better service of the public.*

business through bookstores will enter into a direct-mail advertising scheme such as has

recently been presented to them by a New York Agency. Twenty-four return postcards advertising different books, addressed direct to the publishers are inserted in an envelope sent to "all the known book buyers, 100,000 in number." If we grant that there are 100,000 "known book buyers," they must be bookstore customers, and how ethical is the publisher who, after selling his books to the bookseller, canvasses the retailer's own customers for direct business. We guess that this plan is not going to bring a very good return, in which case the attempt is all the more unnecessary, inasmuch as it is bound to be of no benefit to the morale of the industry.



It has been noted that in our resolutions of gratitude to those who helped make the convention a success, the firm of Laidlaw Brothers was not mentioned. Through Mrs. McAuliff of that concern, we were able not only to add to our list of souvenirs, but had the pleasure of having with us Miss Taylor, the "Numerology lady," and I am sure that all of us are deeply appreciative.



There is a positive epidemic of shoplifting and various types of racketeering going on in the trade. All booksellers are cautioned against accepting checks without first verifying the account at the bank, and they should also be careful about charging books to persons who say that they are representing regular charge customers of the shop. This office will appreciate any information concerning persons who attempt to work one of these games, as well as a report of any lost books, particularly those that can be identified easily.

ELLIS W. MEYERS,  
Executive Secretary.



# A Word From London

Frank Swinnerton

**A**LTHOUGH circumstances are different in the English publishing world from those governing the American publishing world, there are distinct similarities between the two worlds. For example, I gather that the American publishing trade has been going through something of an ordeal. Whether the dollar book will solve the problem for the United States I can form no idea; but a London publisher approached me the other day, and asked "Have you heard of a publisher selling any books lately?" I answered "No," because in fact I had not lately enjoyed that experience. I then made inquiries, and learned from several sources that trade has not been particularly good this year. Why that should be, I am not sure; but I think it can be said that there has been no really outstanding book. Naturally, established authors have made profits for their publishers, as usual. Naturally, also, there have been one or two successful experiments—Keith Winter's "Other Man's Saucer" has been a successful first novel, for example. For the rest, I have been seeing more new books than usual, and the impression I have formed is that even when they were quite up to standard they were not moving the market as much as might have been hoped. Trade, in fact, has been dull in London as it has been in New York; and dull in England as a whole as it has been in the United States as a whole. Our three-and-sixpennies are the equivalent of your dollar books, and the three-and-sixpennies have been selling.

Now, however, comes Sir Ernest Benn with a new proposition. He is issuing an "omnibus" Ethel M. Dell—containing a number of her popular stories, printed upon two thousand pages, and called a "Pullman" Dell—at the price of seven-shillings-and-ninepence. Such a price has not been heard of before. It is three-pence more than the price of one new novel. And the book contains about six times as much as an ordinary novel. The experiment is in-

teresting. I am not sure that Miss Dell is now as universally read as she used to be; but there is no doubt that a few years ago she was the most popular novelist in England. In point of popularity she succeeded the late Nat Gould, whose racing stories were sold by the million; and I think she has been ousted from first place by Edgar Wallace. But there can be no doubt that she still has great attractiveness, and that such a venture as Sir Ernest Benn's, which must sell at least fifty thousand copies if it is to pay its costs, could not be successful with a less popular author. The scheme is a part of the publisher's plan to encourage the buying of books by the English public. It is a natural outcome of the "omnibus" book as it has been published in the past. The only objection I see to it is that the public, which is very ignorant of all the difficulties of publishing, may become accustomed to the purchase of masses of print for comparatively small sums, and that it may look askance at the normal-sized new book for which a price similar to that of the "omnibus" book is charged. The public does not know about the author's minimum wage, or about the heavy cost of producing a new book. But if trade is stagnating it is clear that publishers must get to work to devise new attractions, and supposing such new attractions as the dollar book and the cheap omnibus do not fulfil their promise it will always be possible to take the return journey. Ultimately I feel sure that the real cure for bad trade will be found in birth-control for books. Fewer and better books will then be the slogan. But much water will have to flow backwards and forwards along the Thames and the Hudson before happy days come again.

It appears that in my bigotry I did an injustice three months ago to the National Book Council. This Council issues "select lists" of books upon various subjects, and I drew attention to these select lists, at the same time saying that I wished they were complete bibliographies. I was think-

ing of the booksellers, to whom complete bibliographies would be useful. But the lists, I am told, are meant for students, and they are drawn up by special committees for the use of students. Those periodical lists of new books which are also issued by the National Book Council under the name of the *Readers' Guides* are a different matter. In these lists the publishers themselves provide titles and particulars of their forthcoming publications. But while all publishers are invited to give particulars not all will do so. The National Book Council is thus not to blame for omissions. In the case of the select bibliographies, it is merely the distributor of lists drawn up by responsible bodies of experts; in the second case it is unable to compel publishers to consult their own advantage. My view of select lists, based upon some experience, is that selectors are very biased people, and that select lists are generally too select. In the case of the *Readers' Guides*, which seek to give advance particulars of all new books, under sections, much of the usefulness of the guides is lost owing to the fact that a number of London publishers prefer to keep their announcements secret. Why they should do so, I do not understand. True, they have to pay for the insertion of titles in the *Guides*, but the charge is small, and the publicity might be considerable. There are many people who want to know in advance what books are to be published. They want to know in order that they may spread the good news, or in order that they may arrange in advance to purchase the books. Overseas readers in particular, who have to depend upon reviews in the papers to which they subscribe, often miss the very books they would like to have. Publishers miss an opportunity of good and cheap advertisement. Their own announcement lists cannot go everywhere. Comprehensive lists have a better chance of being read by the general reader than have leaflets regarding individual books. But on the whole cooperation is still rudimentary among English publishers. Much work has to be done.

An illustration of this fact can be had from the controversy over Messrs Collins's English "Crime Club." The name of the "Crime Club" was adopted by the publishers as a device for attracting readers to a

fairly large and fairly good series of sensational tales dealing with crime and its detection—upon similar lines, I assume, to those upon which the Crime Club is run in New York. The publishers invited readers to send their names and addresses for registration, so that particulars of new issues could be forwarded as they were ready. There was, superficially, no reason to suppose that Messrs Collins had any motive apart from a desire to advertise their own books. They did not supply readers direct with Crime Club books, which were to be bought or borrowed in the ordinary way. But they were trying to consolidate an interest, and possibly to encourage book-buying. However, it was immediately pointed out that enthusiasts might send orders direct to Messrs Collins, and that Messrs Collins might send the orders to booksellers other than those through whom the books might normally be bought. Some excitement was generated. I fancy that the Crime Club idea will be dropped. But I think it is a pity that some organization does not exist which safeguards the booksellers while at the same time allowing publishers to get into direct contact by means of advertising and circulars with enthusiasts for a particular type of reading. The existing system, by which booksellers circularize their own customers, does not rope in the potential customers, who still rove the earth in millions, without buying books.

Is cooperative advertising among publishers a possibility? I doubt it. There has recently been prepared a memorandum regarding this common effort; and while its slogan, which is the equivalent of "eat more books," may seem a little ludicrous to the ribald, there can be no doubt that it puts its finger at once upon the real difficulty—which is, that publishers are indisposed to tell other publishers, or booksellers, or anybody else, what they are in the habit of spending in advertising. Accordingly the recommendations of the committee which has drawn up the scheme for cooperative advertising include, as it were, a suggestion that contributions should all be delivered in a plain van. So much per cent of the customary advertising appropriation is to be delivered secretly to a firm of chartered accountants, who will in no circumstances divulge the amounts re-



ceived from individual publishers, but only the total amount received from all sources. The total, according to the committee's recommendation, shall be spent upon general exhortation to the public to buy books; but there shall be, if possible, some more particular advertising once the general exhortation has had its effect. The scheme has been very well drawn up, and it has as its object the further exploration of possibilities. It is in no sense a final scheme or a cut-and-dried plan. I have no comment to make upon it, except that for some reason, with all the efforts which have been made in the past few years, English publishers are little disposed to cooperate with each other. They are all individualists at heart.

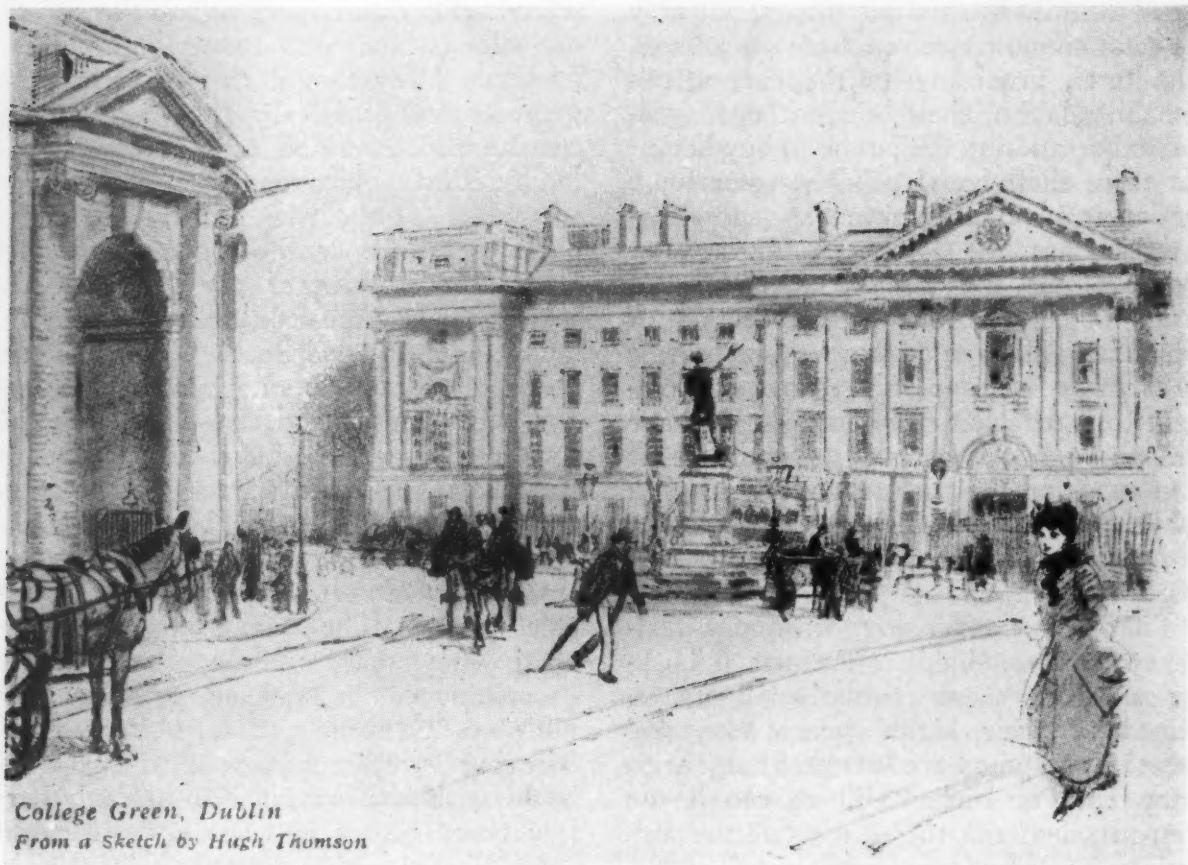
That is not surprising, when one realizes what an individual business publishing is. Also, there are the small houses, who have their highly select lists, and large houses, who have lists that bulge with every kind of book. There can be no sympathy between the men who run such businesses. Moreover, while good results have been obtained by cooperative advertising in other trades, such as the fish trade and the fruit trade, every fish and every fruit in the publishing trade is different. If you publish a book at five guineas upon some branch of furnishing, or upon ceramics, you obviously cannot appeal to possible readers by advertising "Eat More Books!" But if you publish cheap editions you may influence sales among those who stare open-mouthed at posters in the Tube railways or upon the boardings. You may, further, do something to encourage the *purchase*, rather than the *borrowing*, of books. But how much? The dubious ones shake their heads. They want to know how they can check the benefits of cooperative advertising. They probably want to handle the money for themselves. In other words, they remain individualists.

I do not altogether blame them. All publishers and all booksellers want to see more books bought; but in the first place they want to see some return to them-

selves. They do not appreciate the benefit of sales which put money into other pockets. Why should they? Hence the great objections felt by the trade to the two book societies now established in England. These objections strike me as insuperable. They will probably be sufficient to dispose of the proposals for the Book Trade Book of the Month Club which is to be discussed shortly at the meeting of the Associated Booksellers in Dublin.

The booktrade does not like Book Clubs any better now that it has had a year of the Book Society. And an illustration of this dislike has recently arisen over a suggestion on the part of Hugh Walpole's English publishers that booksellers all over the country should cooperate in a "Walpole Week." The suggestion, on the face of it, was a good one. Few writers—if any—combine as Mr. Walpole does large sales with considerable literary reputation. Moreover, readers buy Mr. Walpole's books for themselves, and do not only borrow them. Such a "week" would probably have drawn many people into booksellers' shops. But as soon as the suggestion was made, it became clear that there would be considerable opposition among booksellers, on account of Mr. Walpole's connection with the Book Society. I do not know whether the "week" will be held, in spite of the opposition, but, if held, it will certainly fail to be a universal week, and much of the glow will have gone out of it. I appreciate the position of the booksellers in associating Mr. Walpole with a rival organization, and I have been amused at some of the correspondence relating to the question. But I think that Mr. Walpole's connection with the Book Society does not quite make logical the failure of the booktrade to utilize an opportunity of luring customers into *their own shops*. True, Mr. Walpole would benefit in sales, and no doubt Mr. Walpole's publishers had some notion of that; but this was really an attempt to sell books through booksellers, and as such should have been welcomed.





College Green, Dublin  
From a Sketch by Hugh Thomson

*A sketch included in the program of events for the Dublin Conference*

## Annual Conference of Associated Booksellers of Britain and Ireland

ON July 12, as this number of the *Publishers' Weekly* comes from the press, British booksellers are in the middle of their annual conference, being held at Dublin, July 12-15. Meeting with headquarters at the The Gresham Hotel, under the presiding offices of H. E. Alden, and the hospitality of Charles Easton, chairman of the local reception committee and president of the Dublin branch of the association, the delegates are being engaged in council meetings once a day until July 14.

The so-called "social" program sounds fascinating. The evening of July 10th was devoted to a visit to the Abbey Theatre, the Irish National Theatre, a special program being arranged in honor of the conference. On Friday, July 11th, Mr. Easton, President of the Dublin Branch held a reception for the delegates. On

Saturday afternoon the booksellers are visiting Killruddery, Bray, to have tea with the Right Hon. The Earl and Countess of Meath. This same day witnesses the annual banquet. Monday, July 14th, marks the closing of the business sessions. Visits to places of interest such as Trinity College, The National Library, the College of Science have been arranged. In the evening a reception and dance is to be held, entertainment in the form of an exhibition of Irish Figure and Step Dancing and selections on the Irish Pipes, Fiddle and Flute by the Fingal Trio.

Tuesday, July 15th, the last day of the conference is to be glorious field day; e.g., "All-Day Excursion to County Wicklow." Then, in the last words of the official program "The Party will return in good time for Dinner and departure by the evening Mail Boat."

# Small Bookshop Management

Franklin M. Watts

## CHAPTER VI

### *Insurance for the Small Bookshop*

THE first step in insuring a business is to choose an efficient, conscientious agency. Whereas in selecting legal counsel for the small bookshop it seemed best to have a young lawyer in order to get the best service, in choosing the insurance agency the opposite seems the best plan. The efficient insurance agency is not a one man business. Instead a well-trained office force is essential. The detail in handling policies is complex. Above all an agency must keep all policies of its clientele up to the minute. This cannot be done with a man who carries his business under his hat.

The most important quality of an insurance agency is that its sole interest is seeing that its clientele gets the proper service from the companies it represents. It may be of interest to state that the insurance agencies consider themselves, and are considered before the law, as agents of their clients, not as agents strictly of the companies they represent. This is the advantage of dealing with agents who represent more than one company or a group of companies. If an agency is responsible to a higher authority it will naturally be interested in securing as low a loss ratio as possible and in fighting just claims.

An instance will illustrate this aspect of selecting insurance agencies. A man moved into a city to engage in the undertaking business. His reputation had been good and he purchased the run down business of a man who was retiring. He purchased new equipment to the extent of his working capital, but had no debts. After a year's work he had developed a business that was beginning to pay him profits. One night there was a fire in his establishment. It destroyed most of his equipment. No evidence was produced to show that the fire was of incendiary origin. Instead of helping the client to collect his insurance,

the agency, which was the special state representative of the company in which the insurance had been placed, did nothing but investigate and at the end of three months a law suit had to be started to try to force payment. At the end of a year the man won his case but his business was permanently ruined and he had to start his business career over again.

The ideal type of agency is one conducted by a man who has been in the business for years, has an efficient office, and is developing a successor. A father-son type is excellent, as continuity is assured. Every city has many of these that will render the desired service. It is most important under no circumstances to give any business to those who seek the business through pity. If the person starting in business, is known in the town where the business is started there will be several of the sob-type of agents at the door the first morning.

As the amount of business is to be small, tell the agent that you will give him all of the business you have. Then tell him the type of business you have and have him look over the stock. Tell him how much is invested in each category of stock and in fixtures. Different types of merchandise carry different insurance rates. For example, let us assume that you have \$5,000 invested, \$1,000 in fixtures, \$3,000 in regular books, \$500 in stationery, and \$500 in rare books. There would have to be four classifications, as rare books are counted as "second-hand books." The same would be true with rental books. An insurance policy covering books would not cover either of these classifications. Insurance of stock cannot cover fixtures and vice versa.

Insurance is in many points extremely technical. A layman, unless he will spend much time at it, cannot hope to master



the intricacies. Hence the need for a capable agency.

Every argument can be advanced for as complete an insurance coverage of a small business as can be obtained. For one thing usually either all of the capital of the owner is represented or a substantial proportion of the capital is in the business. This fact would make a stoppage of business very serious. Also a small business can easily be completely destroyed. A large retail store seldom burns down completely, but a small store does.

The first and most important insurance for the small bookshop is fire insurance. The agent will tell you that it is necessary to have full coverage to insure *all* of your investment. In other words if your stock is worth \$5,000 you should carry \$5,000. If you carry only \$2,500 with this investment then you will receive as a maximum only one-half of the amount of your loss. Coupled with fire insurance is smoke and water insurance. Most policies cover the three hazards. Be sure that any policy covers any damage that might result from any fire whether or not it started in your premises.

If the lease calls for responsibility for the plate glass then plate glass insurance should be carried. If the building is small and in a region of strong wind, wind insurance should be added—the same is true about earthquakes on the Pacific coast.

#### **Occupancy Insurance**

In certain instances occupancy insurance may be of value. If, in case of fire, there is no other suitable location available for immediate use, occupancy insurance would be of great service to cover the loss of time and business during the period the building is unfit for use. The larger the city the more important is occupancy insurance.

#### **Liability Insurance**

Small bookshops do not come, in most states, under the compulsory compensation laws. This is a question that should be ascertained definitely. Many states have laws which state that the employer must provide insurance to cover risks of employment and these laws further state what compensation must be given for specific injuries. These laws were passed in order to insure for the factory and mercantile

workers a sure means of compensation without recourse to law. There is, however, a contingency that must be recognized. Let us assume that during a busy time a row of bookshelves falls—such things have happened. The shop owner would be legally liable for any injury to either the employee or any customer. There is a form of insurance to cover this possibility and the rate is not high. This is a matter to talk over with the agent.

#### **Bonding of Employees**

Most small businesses do not bond employees. This is a serious mistake. Large businesses almost without exception bond every employee that handles any money or property of the company. Unfortunately there is a prejudice existing against bonding arising from the idea that requiring a bond implies a doubt of honesty. This is not the case. A person who is honest can furnish a bond without any trouble; a person who isn't, can't.

One of the greatest advantages of bonding is usually overlooked—namely that of complete investigation. A bond requires a complete list of employments with the dates and also a long list of references as well as information as to how much the person to be bonded is in debt, etc. The surety company investigates each application thoroughly. As far as I know that is the surest way to secure correct information. A person would hesitate to tell anything but the truth in answering a surety company's questionnaire but they might slip over faults in a straight reference letter.

Surety companies have earned a reputation of being ruthless in the prosecution of persons who have caused losses to them. This policy is known to everyone. Many people have no scruples against "knocking down" from an employer but they will hesitate a long time before they will take a chance of having a surety company prosecute them. I would not like to be called a cynic about people's honesty. But this fact may be of interest: every large department store employs what are known as "spotters." These are people who make it a business to go into stores and make purchases with the view of catching those who are "knocking down." In the course of a year some 3% to 7% of the total number of employees are discharged for "knocking down." These are the ones



who are caught. Remember also that none are hired who are not considered honest!

#### Insurance against Partner's Incapacity or Death

As partnerships depend for continuance upon the capacity of both partners to render efficient service to the shop it is advisable in most cases to insure against this risk. Let us assume that each partner has \$5,000 invested in the business. A life and accident policy covering this amount could be made payable to the partnership. This would insure an income to the partnership in the contingency of disablement and a cash sum sufficient to buy the partner's interest in case of death. The part-

nership would pay the premiums. In the case of voluntarily dissolution each partner would secure the policy on his life. It is not complicated or difficult. It is just another wise and sensible precaution to prevent failure.

#### Proof of Loss

In making any insurance claim it is necessary to have a proof of loss. Companies are often lenient about this but at times they can't be lenient. It is extremely advisable to keep the semi-annual inventory sheets in a fire proof place. The best place is the safe deposit box at the bank. Every time a new group is added the old can be replaced in the store. This is another argument for careful records.

## June Best Sellers

ONLY three new titles appear on the June Best Seller List, although there have been several changes in the order of the older ones. "Cimarron" still holds the lead. "The Scarab Murder Case," which just failed to take a place in May, has now risen to second because of the longer selling period. "Laughing Boy," the Pulitzer Prize winner, has increased in popularity so that it holds third instead of ninth place. The new novel of A. Hamilton Gibbs, "Chances," has immediately gained a high position and will perhaps go higher next month. "The Shepherd of Guadalupe" has attained a high place in the short time since its publication. James Boyd's "Long Hunt" dropped to thirteenth, and "The Great Meadow" to eleventh. Among the new books which will probably have larger sales next month are "Laments for the Living" by Dorothy Parker, "The Young and Secret" by Alice Grant Rosman and "Margaret Yorke" by Kathleen Norris.

"The Strange Death of President Harding" heads the non-fiction list this month with "Byron" second. "The Green Pastures" moved from fifth to fourth place, and "The Adams Family" by James Trusloe Adams took its place. Another new title is "The Raven" which has also regained its popularity through the Pulitzer Prize announcement. These two have displaced

"Lincoln" and "Toward Civilization" which appeared for some time. "Liberty" was eleventh and "The World's Great Adventure," which was on the juvenile list, is now thirteenth on the non-fiction as well.

The juveniles are selling in much the same way. "Hitty" has returned to first place. "The Yellow Knight of Oz," which continues the famous Oz books of Frank L. Baum, has gained great popularity. "The World's Great Adventure" is selling even better than last month, and a new boys' book, "The Arrow of Fire" has taken tenth place.

#### FICTION

- Ferber. "Cimarron." *Doubleday, Doran.* \$2.50  
 Van Dine. "The Scarab Murder Case." *Scribner.* \$2  
 LaFarge. "Laughing Boy." *Houghton Mifflin.* \$2.50  
 Walpole. "Rogue Herries." *Doubleday, Doran.* \$2.50  
 Gibbs. "Chances." *Little, Brown.* \$2.50  
 Grey. "The Shepherd of Guadalupe." *Harper.* \$2  
 Rinehart. "The Door." *Farrar & Rinehart.* \$1.11  
 Deeping. "Exile." *Knopf.* \$2.50  
 Hergesheimer. "The Party Dress." *Knopf.* \$2.50  
 Green. "The Selbys." *Dutton.* \$2.50

## NON-FICTION

- Means & Thacker. "The Strange Death of President Harding." *Guild Pub. Corp.* \$3.50
- Maurois. "Byron." *Appleton.* \$5
- Clemenceau. "Grandeur and Misery of Victory." *Harcourt, Brace.* \$5
- Connelly. "The Green Pastures." *Farrar & Rinehart.* \$2
- Adams. "The Adams Family." *Little, Brown.* \$4
- Durant. "The Story of Philosophy." *Garden City Pub. Co.* \$1
- Munthe. "The Story of San Michele." *Dutton.* \$3.75
- James. "The Raven." *Bobbs-Merrill.* \$5
- Coulson. "Mata Hari." *Harper.* \$3
- Wells. "The Outline of History." *Garden City Pub. Co.* \$1

## JUVENILES

- Field. "Hitty, Her First Hundred Years." *Macmillan.* \$2.50
- Twain. "The Adventures of Tom Sawyer." *Grosset & Dunlap.* 75 c.
- Hillyer. "A Child's Geography of the World." *Century.* \$3.50
- Burgess. "The Burgess Seashore Book for Children." *Little, Brown.* \$3
- Milne. "The Christopher Robin Story Book." *Dutton.* \$2
- Thompson. "The Yellow Knight of Oz." *Reilly & Lee.* \$1.75
- Miller. "The World's Great Adventure" *Winston.* \$2
- Hillyer. "A Child's History of the World." *Century.* \$3.50
- Hagedorn. "The Book of Courage." *Winston.* \$2.50
- Snell. "The Arrow of Fire." *Reilly & Lee.* \$1

## In the Bookmarket



The New  
Morehouse  
Colophon

**J**OHAN COWPER POWYS, lecturer extraordinary, author of "Wolf Solent," has retired to Hillsdale, New York, to write a Glastonbury romance. He has given up to *Simon and Schuster* his latest book "In Defense of Sensuality" which will have for publication date the somewhat chilly one of November 6. ❀ ❀ ❀

Thames Williamson author of "Hunky," *Coward-McCann*, becomes a *Simon and Schuster* dollar fiction author with "The Earth Told Me," appearing October 2. ❀ ❀ ❀

A new "Milton" is to be issued by the *Dial Press*. Written by one E. M. W. Tillyard the book is reputed to contain a great deal of new and at present generally unknown material. The book is of course divided into three chronological parts,—Milton's Youth and Early Poems, The Period of Prose, The Later Poems. ❀ ❀ ❀

Dhan Gopal Mukerji, *Dutton's* children's author of *Indian Tales*, has returned from his much-in-turmoil land to record his impressions of it in "Disillusioned

India," published by *Dutton* in August. W. H. Hudson's ever popular "The Purple Land" is being issued in a new edition by *Dutton*, with illustrations by Keith Henderson. Also from the same house, another new edition, this of Madge Jenison's "Sunwise Turn," the story of the famous bookshop on Vanderbilt Place and 44th Street. ❀ ❀ ❀

A. Edward Newton, who made book collecting popular in America, has a new book, "A Tourist in Spite of Himself," on the *Little, Brown* fall list (September 26). It is being illustrated by Gluyas (pronounced Gloo-yas) Williams. Mr. Newton himself is represented invariably in a checked suit. ❀ ❀ ❀

*Lippincott* has withdrawn "The French Novel" by Pierre Mille, from intended publication as one of The One Hour Series volumes. The book will be issued as a separate volume on October 23. ❀ ❀ ❀

Rose Fyleman, author of "Tea Time Tales" and other books for children, while she was in this country last year, gave a number of lectures on children's reading to women's clubs, normal schools, public school teachers, library and bookstore

groups. She was so much in demand that she decided to return this fall for a longer program. Her regular lecture fee is \$100. Arrangements can be made through Doris Pattee, 328 East 56th Street, New York City. ❀ ❀ ❀

The book peddler is a familiar figure in British Malaya, most of the bookstores in that corner of the world using him to cover their market. The peddler is the store's official representative who makes the rounds of offices, clubs, hotels and calling ships with the latest books and classics in fine bindings. The stranger in Singapore is often a bit startled at having a native accost him with a bundle of English books ranging in price from \$.60 to \$10 or \$15. The prices are strictly maintained and exactly the same as one would pay in the bookstores. Not many American books are offered, as the terms which American publishers are able to offer do not make the business attractive to the



*A typical Malay book peddler*



*H. Ashbrook, in charge of publicity at Coward-McCann, is one of the first authors to appear on that firm's new \$1.50 Premier Fiction list. Her book "The Murder of Cecily Thane" comes simultaneous with "Sinners in Summertime" by Sigurd Hoel*

Malayan merchant. As a result most American titles do not appear until issued as English reprints. ❀ ❀ ❀

William J. Marsh, Jr., an eleven-year-old, is the author of "Our President, Herbert Hoover." The first edition of sixty copies, which William printed himself on an old press that his father bought for fifty cents, was exhausted within a few days but a new edition which he has published in cooperation with *Doubleday, Doran*, is printed from William's own type and is exactly like the first edition with the exception of an additional preface. William will speak over Station WEAH at 11.45 on Saturday morning, July 12th, and went to Washington July 10th, to present the President with the copy which he printed on vellum. ❀ ❀ ❀



## Changes in Price

D. APPLETON & COMPANY

"The Man They Hanged" by Robert W. Chambers, from \$2.00 to \$2.50.

ALFRED A. KNOPF, INC.

"Green Ice" by Raoul Whitfield, from \$2.50 to \$2.00.

MINTON, BALCH & COMPANY

"Individualism Old & New" by John Dewey, \$2.00 instead of \$2.50, as previously announced.

"Windsinger" by Frances Gillmor, \$2.00 instead of \$2.50.

CHARLES SCRIBNER'S SONS

"Steep Ascent" by Norwood, from \$1.50 to \$2.00.

"Dollars Only" by Bok, from \$1.75 to \$2.00.

"Diary of James Gallatin," from \$2.50 to \$3.00.

"Development of Drama" by Matthews, from \$1.75 to \$2.00.

BRENTANO'S

"Rose and the Ring," by Thackeray, illus. ed., reduced from \$2.50 to \$1.75.

## More Shoplifting

**T**HE firm of William Edwin Rudge has written in to caution the publishers about accepting any checks from a man who calls himself Henry L. Hoppin (the name of an actual resident of Mt. Kisco). He is described as being about 25 years of age, 5 ft. 8 in. in height, has dark brown hair and eyes, weighs about 130 lbs. and is Jewish in appearance. His usual procedure is to order the books over the telephone and later call for them in person with a check covering the amount. The name which he signed on the receipt for the Rudge Company was "Benjamin Miller."

Word has just come from the A. B. A. of a book thief who seems likely to be the same man mentioned by Rudge. In this particular case he passed worthless checks signed "Mary C. Hoppin," "Emma K. Bishop" and "Albert R. Hoppin." The checks were drawn on the Harriman National Bank. He has also been plying his trade in other shops using the name of Miller.

The A. B. A. also reports that a book was stolen from one of its members by a man described as being about 5 ft. 4 in. tall, stocky, of medium complexion, of apparently little education, fairly well dressed, in light clothes and soft hat.

## A New Book of the Month Club

**W**ILLIAM BALLANTYNE, of Washington, writes that he saw recently in a certain candy shop window a display of a book published in the middle of February, 1930, with the interesting legend "Given away with a pound of candy," the combined price being \$2.00.

The book so recently issued is listed at \$2.00, the candy in the shop sells for \$1.00 and \$1.25 per pound. A witty member of the booktrade calls it the "Candy Book-of-the-Month Club." The title of the book is "The Cowled Menace" published by J. H. Sears & Company.

## Describing Editions Accurately

**A** BOOK publishing partnership unnamed signed a stipulation with the Federal Trade Commission agreeing, in connection with the sale of a special edition of a book, to cease and desist from using such representations as "The Authentic Text," "The First Authentic Text," or "The Complete Text" as descriptive of the edition, when in truth such statements are not supported in fact. This firm also agreed to discontinue use of the words "authentic" and "complete" in any way that would imply or deceive the purchasing public into believing that its edition is an authentic one of Edgar Allen Poe's story entitled "The Gold Bug" or that the edition is an authentic or complete text of this story containing all of Poe's alterations and additions, when such is not the fact.

## New Writers' League to Give \$12,000 Yearly to Authors

**J**AMES IMRE KALANY, President of the Writers' League International, a society of well-known authors and patrons of literature with headquarters at the Savoy Hotel in Nice, France, made the announcement public that to promote interest in the best literary efforts of contemporary authors of all countries the League will award each month a cash prize of one thousand dollars for the best book chosen by its advisory board.

The Writers' League was organized last November with the principal aim of spreading literature advocating 'universal peace,' 'an international language' and a 'single pact of all civilized countries against armed aggression.' Its principal members are English and American. The League also aims to sponsor talented writers and their works. The patrons and patronesses of the League offer to pay the one thousand dollars monthly prizes and each prize when awarded will be named after the donor.

## President Signs Bill for Purchase of Vollbehr Collection

**A**NNOUNCEMENT was made at the White House, on July 5th, that President Hoover has approved the bill for the purchase of the Vollbehr collection of incunabula which passed the Senate on June 24th, as reported in the *Publishers' Weekly*, for June 28th. The new law was sponsored by Representative Collins, of Mississippi, and establishes a precedent for the Federal Government, this being the first time a large literary purchase has been made by appropriation. The collection is at present housed in fire proof storage in New York, and will be moved to the Library of Congress, upon completion of the contract.

### Rare Books Stolen from the Gardenside Bookshop 15 Arlington St., Boston

**E**XQUEMELIN (A. O.) "Piratas de la America," Y luz a la defensa de las costas de Indias Occidentales. 1681. With four engraved portraits, five plates (Some folding), fine folding map and some woodcuts. First issue of the Spanish First Edition. Printed on thick paper with side notes Small 4to. Bound by Petit in full-dark green morocco, gilt lines on sides, fully gilt pannelled back, inside dentelles, g.e. Cologne, Lorenzo Struikman.

Tennyson (Alfred, Lord). "Poems." Chiefly Lyrical, 12mo. 2 vols. First volume London, Effingham Wilson, Royal Exchange Cornhill. 1830. First Edition. Second volume of Poems, London, Edward Moxon, 1833., both bound in cont. light green levant in green cloth slip case.

Any information regarding these books will be gratefully received by The Gardenside Bookshop.

### Communication

Racine, Wis.,

June 15, 1930.

Editor, *Publishers' Weekly*:

I have owned a bookstore and sold books for 50 years, and am naturally interested in the \$1 book publishing controversy—and two thoughts come to me. In view of current costs of publication (including royalties), it seems likely that well-known

authors will put one dollar value in the new one dollar book.

There is another thing likely to cause trouble for publisher and bookseller. Crime has been increasing in the land and still publishers are flooding the country with books of murder. The curious public is reading them all—and some day will have enough and there will be a reaction.

I would be very glad to know of the opinion of others.

Yours truly,

S. H. WHITE.

### Obituary Notes

#### CONAN DOYLE IS DEAD AT 71

SIR ARTHUR CONAN DOYLE, creator of Sherlock Holmes, died at his home, in Crowborough, Sussex, on July 7th, at the age of 71. Since the death of his son, who was killed in the World War, he had been an active convert to Spiritualism. It was not the death of his son that led him to Spiritualism, however, for he had long been a member of the Society for Psychical Research. He resigned from that organization last March after a disagreement involving points of view.

Sir Arthur was born in Edinburgh, May 22, 1859. His interests first turned to medicine, and he attended Stonyhurst College and Edinburgh University from which he received a degree at 21. He sailed as ship's surgeon on a boat bound for West Africa, and decided to establish a practice at Plymouth. He soon moved to Portsmouth, and it was while waiting for patients here that he wrote his first short stories. His famous character, Sherlock Holmes, appeared at this time in a serial for a newspaper. This first Sherlock Holmes story was "A Study in Scarlet." At about the same time, he wrote "Micah Clarke," the first of his historical romances. After eight years in Africa he returned to England and attempted to establish a practice in London. His writing went well but the practice so poorly that about 1885 he turned entirely to writing. He produced rapidly and returned to medicine only once, during the South African War, when he served with the British troops as senior physician at Langman Field Hospital. Following this he began writing as a propagandist in an effort to put the



British point of view of the Boer War before Europe. He was knighted in 1902.

His writings include detective stories, historical romances, British propaganda, plays and spiritualist works. He also wrote a six volume history of the World War during the struggle. Some of his books are: "Adventures of Sherlock Holmes," "The Great Shadow," "The Memoirs of Sherlock Holmes," "The Hound of the Baskervilles," "The Return of Sherlock Holmes," "The White Company," "The Great Boer War," "The Crime of the Congo," "The Lost World," "The Valley of Fear," "The Wanderings of a Spiritualist," "The Coming of the Fairies," "The Land of Mist," "Through the Magic Door," a volume of literary criticism, "The Guards Came Through," a book of war verse, and a two-volume history of Spiritualism.

#### LOCAL HEAD OF PUBLISHING HOUSE DIES AT WABAN

WILLIAM C. HOLBROOK, head of the Boston office of Henry Holt & Co., died on June 24th at his home, 25 Pilgrim road, in the Waban section of Newton. He had been a resident of Newton for thirty years and was alderman representing Waban from 1927 to 1929.

Mr. Holbrook was born in Braintree. He had been associated with Henry Holt & Co. for about thirty years. He is survived by his wife, a brother, and two sisters.

#### OVERTON, AUTHOR, IS DEAD

GRANT OVERTON, author, fiction editor of *Collier's* and former literary editor of the *New York Sun*, died at his home in Patchogue, on Long Island, July 4, at the age of 42. He was born in Patchogue, September 19, 1887, and was educated at Princeton where he was a student until 1906. He left school to become a reporter on the *Sun*. In 1909 he left New York for a trip which took him over most of the world. At one time he sailed before the mast on the British tramp *Wayfarer*. He rejoined the staff of the *Sun* in 1916 and in 1918 became its literary editor. In 1922 he went to the George H. Doran Co. and two years later became fiction editor of *Collier's*.

Overton was a frequent contributor to

magazines and author of numerous books of fiction and criticism. His volumes include, "The Women Who Make Our Novels," "When Winter Comes to Main Street," "American Nights Entertainment," "Cargoes for Crusoes," "Authors of the Day," "World Without End," "Island of the Innocent," "The Thousandth-and-first Night" and "The Answerer" a life of Walt Whitman which brought its author wide acclaim.

#### Correction

THE RELIGIOUS BOOK CLUB, INC., calls attention to an error in the report of the religious group conference at the Western Convention, printed in the *Publishers' Weekly* for May 10th. The report carried a statement to the effect that the Club supplies books to its customers at wholesale prices. This is incorrect, as their selections are sold to subscribers at publishers' list prices.

#### Business Notes

GLENOLDEN, PA.—James Lewis Hook, rare book dealer, formerly of Harrisburg, Pa., is now permanently located at Glenolden, Pa., P. O. Box 25. Quarterly catalogues of new acquisitions will be issued.

LONG BEACH, CAL.—Oceana Bookshop, H. E. Bowen, 307 Heartwell Building, opened with fiction (with sea interest), poetry, drama, scientific and business books, few fine editions, textbooks and circulating library.

MANCHESTER, VT.—Johnny Appleseed Bookshop, Ruth Hard, opened with general books, rare editions and circulating library.

MILWAUKEE.—Reuth & Thompson, Beatrice Rueth and Dorothy Thompson, 461 Jefferson Street, opened with stock of general books, rare books and fine editions.

NEW YORK CITY.—Frederick Warne & Co., announce the removal of their offices and showroom to 381 Fourth Avenue. Their warehouse and city trade departments will remain at 26 East 22nd Street. All communications should be addressed to 381 Fourth Ave., New York City.

NEW YORK CITY.—Post Box Book Shop, formerly 36 East 48th Street, moved to 29 East 48th Street.



# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**M**ID-JULY sees publishers bringing their light humorous books to the fore to tempt the many tired workers who are beginning to delight in their annual vacation. A different kind of war story, one that has already rocked France with laughter, is "Wooden Swords" by Jacques Deval. This is the Literary Guild Selection for July.

In the non-fiction line a book to chuckle over is Gilbert Seldes' ironic account of our present Prohibition situation, "The Future of Drinking." The book is illustrated with Don Herold's inimitable drawings. A popular short-story writer, Hugh MacNair Kahler has written his first novel, "Father Means Well." A. A. Milne's amusing play "Mr. Pim Passes By" has been novelized and appears under the title "Mr. Pim." Detective story addicts will welcome "The French Powder Mystery" by Ellery Queen whose "The Roman Hat Mystery" met with such success in 1929. Vernon Bartlett, co-author with R. C. Sherriff of the novel "Journey's End" has written another serious story of the war in "The Unknown Soldier."

Humor and fiction should not take all the honors, however. James Weldon Johnson has written the long awaited history of the Negro in New York. "Black Manhattan" begins with the Negro population at the time when New York was called New Amsterdam and carries the history down to present-day Harlem. It

will be remembered that Johnson, a distinguished Negro, is the author of the famous "Autobiography of an Ex-Colored Man."

A thought-stimulating book written for the layman is "Man and His Universe" by Langdon-Davies. It is the story of the progress of knowledge and of man's attempt throughout the ages to solve the mystery of creation.

A scholarly contribution to American religious history has been written by Hall entitled "The Religious Background of American Culture." An important work on the history and development of our Great Lakes region is published by Harper entitled "Freighters of Fortune." The author, Norman Beasley, has combined a vivid historic narrative of the settlement and industrial development of that region with a picture of the achievements and possibilities of water transport on the Great Lakes.

A study of the late author, D. H. Lawrence, has been made by Stephen Potter.

Aviation books for adults have been numerous in recent months, and this week there is one for small boys. An ex-aviator, J. F. McNamara, in "Playing Airplane" has answered all kinds of questions about airplanes. "The Tale of Tom Tiddler" by Farjeon is a fantasy of old London that will appeal to the child of seven or eight.

**T**HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of July 12, 1930

**Adams, Charles True**

Modern contract bridge [rev. ed.]. 75p. D [c.'28-'30] [Chic., Bruce-Roberts] fab. \$2.50

**Allingham, William**

Robin Redbreast; and other verses. 124p. il. (col. front.) S (Little lib.) c. N. Y., Macmillan \$1

Verses for children from six to eight, illustrated by Kate Greenaway and others.

**Barnard, E. A. B.**

New links with Shakespeare. 149p. (bibl. footnotes) il., map O '30 [N. Y., Macmillan] \$4

The author has brought together much new material about Shakespeare which throws light on the editor of his first folio.

**Bartlett, Vernon**

The unknown soldier. 329p. D c. N. Y., Stokes \$2

A novel of England's unknown soldier, told as he lies wounded in a trench, thinking back over his childhood and forward about his ambitions and his part in the war.

**Beasley, Norman**

Freighters of fortune; the story of the Great Lakes. 320p. (bibl.) il. O c. N. Y., Harper \$3.50

An account of the romance and extraordinary commercial development of water transport on the Great Lakes.

**Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]**

Hay-wire. 311p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

**Brock, Lynn, pseud. [Alister McAllister, Anthony Wharton, pseud.]**

Murder on the bridge; a Colonel Gore case. 268p. D (Harper sealed mystery) [c.'30] N. Y., Harper \$2

Colonel Gore solves the mystery of the gruesome murder of the beloved Dr. Melhuish on the Westmouth Suspension Bridge.

**Bromfield, Louis**

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The strange case of Miss Annie Spragg. 314p. D (Novels of distinction) [c.'28] [N. Y.] Grosset \$1

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Transactions of American Institute of Chemical Engineers; v. 22, 1929. 235p. il. O '30 N. Y., Van Nostrand \$4

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A novel of the underworld with Mal Ourney, just out of Sing Sing, out to make the big crooks pay.

#### Wolfe, Rev. John M.

Introduction to the study of human conduct and character; a discussion of the elements and agencies that factor in character education. 241p. D c. N. Y., Benziger Bros. \$2

A textbook for Catholic normal schools, supervisors and teachers on child training.

#### Woodson, Carter Godwin

The rural negro. 281p. (bibl. footnotes) il., map O [c.'30] Wash., D. C., Ass'n. for Study

of Negro Life & History, Inc., 1538 9th St., N. W. \$2.65

A study of the social and economic conditions of the negro since the Civil War, principally of communities of less than 2,500 inhabitants in the South.

#### Wyckoff, Capwell

The Mercer boys as first classmen. 254p. front. D (Mercer boys ser.) [c.'30] N. Y., Burt 50 c.

The secret of the armor room. 256p. front. D (Mystery and adventure ser. for boys) [c.'30] N. Y., Burt 50 c.

#### Wyman, Levi Parker

Donald Price's victory. 253p. front. D (Mystery and adventure ser. for boys) [c.'30] N. Y., Burt 50 c.

The Hunniwell boys in the Caribbean. 250p. front. D (Hunniwell boys in the air ser.) [c.'30] N. Y., Burt 50 c.

#### Wynnton, Patrick

Strange pursuit. 303p. D c. Phil., Lippincott \$2

An adventure romance laid in southern France.

#### Young, Eric Brett [Eric Leacroft, pseud.]

Dancing beggars. 302p. D (Popular copy-rights) [c.'29] N. Y., Grosset 75 c.

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And this is Boston! Early, E. \$1.50 Houghton

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## Old and Rare Books

Frederick M. Hopkins

IN celebration of the annual conference of the North American branches of the Dickens Fellowship, the Free Library of Philadelphia has placed on exhibition in its Main Entrance Hall an extremely rare and valuable collection of original manuscripts, first editions in original parts, presentation copies and autograph letters of Charles Dickens. These have been lent to the library through the courtesy of Dr. A. S. W. Rosenbach, a member of the Board of Trustees, from the Rosenbach collections, and the selections represent the rarest and most valuable of the manuscripts, books and letters in them. The original manuscripts include thirty-two leaves in quarto of the "Pickwick Papers," all that is left of one of the most valuable of modern manuscripts in existence. Another manuscript which has found its way to America is the surviving portion of "Nicholas Nickleby." This is of considerable size and contains the famous letter from Fanny Squears to Ralph Nickleby. The letters are numerous and important, but the most interesting relate to his earlier years. They deal with his daily affairs, his ambitions as an author, his work as a parliamentary reporter in the House of Commons, his connection with the *Sun* newspaper, and, most important of all, the whole of his love affair with Maria Beadnell, the "Dora" of "David Copperfield," which is here revealed for the first time. It is only through these letters that Dickens's proposal to Miss Beadnell has become known, and neither Forster nor Miss Hogarth were aware of this important passage in his life.

This collection of first editions and presentation copies of Dickens' writings is one of the most complete and important ever exhibited in England or America. This is an exhibition that every lover or collector of the writings of Dickens, who has the opportunity, cannot afford to miss.

CONGRESS has in years past used such poor judgment in taking advantage of opportunities when collections of books and manuscript material were available that it was expected by many that it would let the great opportunity of purchasing the Vollbehr collection of incunabula pass by. When Congress paid \$23,000 for the 6,000 volumes in the library of Thomas Jefferson there was considerable criticism. Today Congress agrees to purchase the Vollbehr collection for \$1,500,000, and there is rejoicing everywhere. By this act our national library becomes the owner of one of the three most important copies of the Gutenberg Bible in existence, and these are now owned by national libraries and will never be offered at public sale. "The cartoonist who is first to grasp his opportunity," remarks *The Christian Science Monitor*, "will picture Uncle Sam proudly exhibiting his acquisition to John Bull and Marianne, (owners of the British Museum and National Bibliotheque copies). 'Yours are very good Gutenberg Bibles,' Uncle Sam will say, 'but mine is in three volumes.'" The British Museum and National Bibliotheque copies are each bound in two volumes. It is a bibliographical event worth celebrating when our national library becomes the owner of the choicest



book in Christendom, the Saint Blasius-Saint Paul Gutenberg Bible.

THE sixth annual report of the William L. Clements Library of the University of Michigan shows extensive and important additions during the past year. Of the discovery period there has been secured the only Spanish book beside the *Barcelone Columbus Letter* which took cognizance of the discovery of America in the very year in which Columbus brought back the news. This is "*Los Tratorados del Doctor Alonso Ortis*," Sevilla, 1493. Among the Vignaud books has been found a perfect copy, the only one known, of a rare French pamphlet relating to the controversy over the sending of Jesuit missionaries to America between 1611 and 1616. The *Bibliothèque Nationale* and the *British Museum* copies, hitherto the only ones known, are imperfect, and this is a most important addition to the literature of the Colonial period. The Revolutionary period has had many important accessions, including one of the rare contemporary broadsides of the *Declaration of Independence*. The collections of maps and atlases, of manuscripts and newspapers and of association books have also been notably enlarged.

THE Harvard University Press will issue this month M. A. DeWolfe's "*Bristol, Rhode Island: A Town Biography*," and in addition to the regular edition there will be a special edition limited to 25 copies, printed on hand-made paper and bound in half cloth with block-printed paper sides. This is the first of a series of special editions, each sharply limited in number, which will be issued from time to time as the contents of various books seem to warrant such format. Without making the plan too definite, it is the desire of the Harvard University Press to give collectors some incentive, when there is an opportunity, to gather Harvard books, which have already obtained much praise in the ordinary way of manufacture. The fact that not one of these special editions will be large (most of them being 25 or 50 copies) will doubtless place them among the choicer items of contemporary typography and at the same time make them a more permanent evidence of the practical artistic accomplishment of a great Amer-

ican university in the early twentieth century.

AN exact reproduction of a manuscript "*Journal*" kept by Washington Irving during about thirteen months of his life in Germany, Holland, France and England, will be published in September by the Harvard University Press. Irving was about forty years of age when this journal was written, and he is seen through his own detailed record in the society of Paris, with English men of letters such as Samuel Rogers and Thomas Moore. He describes his literary projects in the period just following the successes of "*The Sketch Book*" and "*Bracebridge Hall*," and reveals his sources and methods in writing his next book, "*Tales of a Traveller*." The "*Journal*" is of peculiar value to the student of American literature in that it gives a minute account of the author's life during this important period. Collectors will, of course, want the book as a first edition.

ON July 14 and 15 selected portions of two libraries, the property of John C. Hannigan of Boston, Mass. and of an English collector, will be sold by Sotheby's in London. The American library includes first editions of Coleridge, Keats, Lamb, Chapman, Davenant, Milton and rare Shakespearian items including a *Second Folio*. The English collection contains first editions of nineteenth century novels, among them "*Jane Eyre*," and "*Westward Ho!*," and of Browning, De Quincey, Goldsmith, Kipling, Tennyson, Wordsworth and Coleridge. There is a fine collection of the novels, poems and translations, and manuscripts of Sir Walter Scott, including "*Waverley*" and "*Guy Mannering*" in original boards, uncut, and in fine condition.

DR. BRANDER MATTHEWS, professor of dramatic literature, who died March 31, 1929, left his autograph collection and library and one-half of his residuary estate to Columbia University. Dr. Matthews had 331 communications, letters, postcards and notes by Theodore Roosevelt which were appraised at \$6,000. Sixteen letters from Mark Twain were valued at \$600; 34 letters and postcards from Rudyard Kipling, \$2,500, and 94

letters from William Dean Howells, \$500. Dr. Matthews' library contained many presentation copies of first editions from contemporary American and English authors. The half of Dr. Matthews' estate left to Columbia University is to be used for the maintenance of the Brander Matthews Dramatic Museum of the university.

**A**N unusual method of raising funds was recently employed by the organization known as "L'Assistance Privée à la Classe Moyenne," of which Maurice Donnay, of the Académie Française, is president. A hundred manuscripts of contemporary authors were sold at auction, with interesting results. The document which brought the highest price was Raymond Poincaré's funeral oration on Marshall Foch, which sold for 25,500 francs. The autograph manuscript of Maurice Donnay's "L'Autre Danger," fetched 10,000 francs, and an autograph letter of the Countess de Noailles was sold for 5,100 francs. The one hundred lots brought something over 100,000 francs.

**T**HE value and interest in musical manuscripts in Europe and America continues to result in new discoveries. This time it is an unknown symphony by Donizetti, the composer of "Lucia di Lammermoor." The symphony bears the title "La Partenza" (The Departure) and, it appears, was written for a family of Faenza as a mark of the composer's gratitude for the hospitality he had received at their home during a visit to that town. The symphony is being orchestrated and will be performed in the near future.

**A**CCORDING to a cable received from London the one-page folio signed by Robert E. Lee on April 10, 1865, constituting his farewell to the Confederate Army, issued as "General Order 9," sold at Sotheby's on July 1, brought \$975. A two-and-a-half page document signed by General Washington on March 19, 1776, as his official instructions to General Heath upon the latter's departure with five regiments from Cambridge to New York sold for \$490.

**V**REST ORTON is compiling a full length bibliography of Ernest Hemingway which he hopes to bring out this fall.

Anyone having any data is asked to get in touch with Mr. Orton at Chittenden, Vermont.

## Communication

93-10 Lamont Avenue,  
Elmhurst, Long Island.

Editor, *Publishers' Weekly*:

A manuscript "Life of Savonarola" has come into my possession. It is written in the English Language. There is every indication that it is about one hundred years old. Among some of the persons and authorities mentioned in this work are: Caroline, Princess of Schaumberg-Lippi, Count von Schaff-Gotche, Nardi, Guicciardini, Pico della Mirandola, Burlamacchi-D. Jacobs, at the Library of Gotha, the Library at Munich, and the Grand Duke at Florence.

May I request you to publish in your columns, a notice requesting anyone who can give me information as to the authorship and origin of this work, to communicate with me at the above address. I doubt whether this historical thesis has ever been published. It is undoubtedly a translation of either German, Italian, Russian, Latin or Greek. I have exhausted every possible source to obtain the authorship of this anonymous work and resort to your publications to aid me.

EUGENE N. KNIGHT.

## Catalogs Received

- Alte Medizin und Naturwissenschaften.** (No. 124) Oscar Rothacker, Friedrichstrasse 105 B, Berlin N. 24, Germany.
- Americana, art, curiosa, early printed books, fine presses, first editions and literature.** (No. 26.) Argosy Book Stores, Inc., 445 Fourth Ave., New York City.
- Americana, mostly western first editions, miscellaneous sets, etc.** H. M. Sender, 5845 Central St., Kansas City, Mo.
- Americana and miscellaneous items, including some old and rare books.** Gregory Mazer, 1353 North Clark St., Chicago, Ill.
- Art books and standard literature, principally from the library of the late Hans Mischke.** (No. 69.) Dauber and Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- Collection of novels of the eighteenth and nineteenth centuries.** (No. 435.) Greville Worthington, 14-16 John Bright Street, Birmingham, England.
- Cosway bindings, in the finest Levant morocco, richly tooled after original designs.** (Supplement to No. 819.) Henry Sotheran, Ltd. 43, Piccadilly, London, W.1, England.
- Librorum Rarorum, S A E C. XIII-XVII.** (No. 6.) Weiss & Co., Munich, Germany.
- Rare old Bibles.** (Items 51.) E. S. White Rare Book Co., 544 West Flagler St., Miami, Fla.
- Scarce first editions of noted authors.** John & Edward Bumpus, Ltd., 350 Oxford Street, London W.1, England.
- Second-hand books recently purchased from private libraries.** (No. 349.) W. Heffer and Sons, Ltd., 3 & 4, Betty Cury, Cambridge, England.



# The Weekly Book Exchange

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Insurance News. July, 1894.

AMERICAN TRACT SOC., 7 W. 45TH, NEW YORK  
Testimony of the Evangelist. Greenleaf.

ARCHWAY BK. STORE, 47 N. 9TH ST., PHILA.  
Lytton. Zanoni. Any ed. 2 copies.  
Stoddard. Lectures. 1903. ¾ Red Lea. Marble paper. Vol. 1 only.  
Book Prices Current. 1924.

ARGOSY BK. STORES, 45 FOURTH AVE., N. Y.  
A. F. Mosely. Biologia Centrali America. 4 vols.  
Dickens Dictionary. Phillips.  
Woodrow Wilson. An Old Master and Other Political Essays.  
Mancini. Practical Reflections on Art Figured Singing.

ARGUS BK. SHOP, 333 S. DEARBORN, CHICAGO  
Gould & Pyle. Anomalies and Curiosities of Medicine.  
Munger, Dell. Wind Before Dawn.  
Read, Opie. Waters of Caney Fork.  
Hough, Emerson. The Outlaw.  
Cumont. Mysteries of Mithra.  
England, George Allen. Air Trust.  
Gratacap, Louis P. Certainty of a Future; Life in Mars. Irving Press; The End. T. Benton, N. Y.; The Evacuation of England. T. Benton.

Rogers, Will. Ether and Me. 1st ed.  
Jerome K. Jerome. Three Men on Wheels.  
Hergesheimer. Java Head. Ltd. to 100 copies.  
Signed; Happy End. Ltd. to 60 copies.  
Signed; Linda Condon. Ltd. to 60 copies.  
Signed; San Cristobal Habana. Ltd. to 110 copies. Signed.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.  
Wieger. Moral Tenets & Customs in China. English trans. by Daviout. 1913. Catholic Mission Press. China.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.  
Pascal's Thoughts. Trans. Paul.

J. BAER & CO., HOCHSTR. 6, FRANKFURT A.M., GER.  
Journal of Political Economy. Chicago. Vols. 1 to 5. 1893-97.  
The Annalist. New York. Years 1928 & 1929.  
Index Catalogue of Libr. of Surgeon General's Office, U. S. Army. Vols. 14 to 16.

J. BAER & Co.—Continued

Harvard Law Review. Vols. 1 to 14 compl.  
Nearing, Brockway, Seligman. Communism or Socialism or Capitalism. Pub. League for Public Discussion.  
White. Lincoln & Prohibition. 1921.  
Publications of the Modern Language Association of America. Vol. XVII. Nos. 2 to 4. New Ser. Vol. X.

BARNES & NOBLE, 76 FIFTH AVE., NEW YORK  
Hilton. Plane Algebraic Curves. Oxford.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON  
Am. Bk. Prices Current. 1920.  
Kate Greenaway Almanac. 1897.  
Little Women. 2d Series. 1869. Clo.  
Man Without a Country. 1st ed.  
Moby Dick. 1st ed. Blue clo.  
Hospital Sketches. 1st ed. Clo.

BEAUMONT'S BK. SHOP, 1108 CHESTNUT ST., ST. LOUIS, MO.  
If I Were King. McCarthy. Sothard ed.  
Nat. Geographic Magazines. Mar., 1919; also all others prior to 1914.  
Quote the lowest price. Requests for "offers" will be ignored.

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Our Hawaii. London.  
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Korea and Her Neighbors. Bishop.  
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## Forthcoming Issues

✿ ✿ ✿ When we talk about best sellers we usually mean novels that suddenly sell more conspicuously than their fellows, for a few months, and then are seen no more. But there are books, the bread and butter of the publishing house, which sell year after year 5,000 or more copies. These are the real best sellers. Dorothea Lawrance Mann writes about some of these books in next week's *Weekly*. ✿ ✿ ✿

✿ ✿ ✿ In the monthly Rare Book Department, John T. Winterich will add to his series of "Romantic Stories of Books" an account of the publication of Emerson's "Essays." ✿ ✿ ✿

✿ ✿ ✿ The next installment in Franklin Watts' series "Small Bookshop Manage-

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